

## ***Memorandum***

**To:** Planning Commission Members  
**From:** The Development Department  
**CC:** Honorable Members of City Council, Clerk of Council, City Departments  
**Date:** August 29, 2014  
**Re:** Staff Report for Villager on Broadway – Certificate of Appropriateness (HPA Sign)

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### **Item #1 – Villager on Broadway – Certificate of Appropriateness (HPA - Sign) (PID# 201407180032)**

**Application:** Certificate of Appropriateness – HPA Sign  
**Location:** 4060 Broadway  
**Applicant:** Doug Boggs  
**Zoning:** C-2 (Retail Commercial)  
**Use:** Flower Shop

#### **Relevant Code Section(s):**

- 1138.04(e) Historical Preservation and Sign Code – Design Requirements, Signs
- 1138.25(a)(3) Historical Preservation and Sign Code – Ground Mounted Signs
- 1138.25(b)(1) Historical Preservation and Sign Code – Permanent Signs, Illumination
- 1138.28 Historical Preservation and Sign Code – Schedule of Sign Regulations

#### **Project Summary:**

The applicant is requesting approval of a Certificate of Appropriateness to replace a panel within the existing sign cabinet at 4060 Broadway for the Villager on Broadway. The proposed sign will replace the former Evans Floral sign and will have the same dimensions – approximately 2.5'x5.8'. The sign is internally lit and displays the business name, primary use of the business, phone number, and a graphic. Lettering is black and green on a white background with flowers in a variety of colors.

#### **Code Analysis:**

1. Section 1138.04(e) states that all signs within the historical area shall conform to color and material standards of this section, be of such style or design that reflects the era during which the structure was built, and shall conform to the requirements of Chapter 1138 and Section 1145.14 of the Codified Ordinances. Sign size and shape shall respond to the existing proportions of period structures, and signs shall not be permitted to cover, “blank-out” or close existing window and doorway openings or otherwise hide important architectural features.

**Criteria Met:** The applicant has submitted a list of colors found on the proposed sign and colors in character with those selected on the approved HPA color palette. Colors proposed

on the sign are black, white, Anamite (green), Old Linen (yellow), Bryce Canyon (red), and Rose Ash (pink).

2. Section 1138.25(a)(3) states that ground mounted signs shall be limited to signs denoting the identification of the occupant, the address of the premises and its primary use, and the business phone number. Ground mounted signs shall be limited to one sign per property, regardless of the number of buildings or business establishments on such property. The size of the sign shall not exceed eight feet in height and shall not exceed a total of twenty-five square feet. There shall be permanent landscaping planted at the base of the sign.

**Criteria Partially Met:** The proposed monument sign displays the identification of the occupant, primary use, and the business phone number. The proposed sign panel is 14.5 square feet in area; however a landscape area is not shown around the base of the sign.

3. Section 1138.25(b)(1) states that permanent sign illumination shall be from a concealed or indirect light source and shall not flash, blink, fluctuate, travel, move or in any way fail to provide constant illumination and shall not create a hazard or visibility problem or interfere with or impair vehicular traffic. The level of illumination emitted from a sign shall not be of any intensity to constitute a demonstrable safety hazard to vehicular movement on any street from which the sign may be viewed. Illuminated signs shall be constructed and maintained so that the source of illumination is shielded or otherwise prevented from beaming directly onto adjacent properties or streets.

**Criteria Met:** The proposed sign will be internally lit and will not flash, blink, fluctuate or move in any way.

4. Section 1138.28, titled Schedule of Sign Regulations, states that signs shall only display the address, name of business, primary use, graphics, or phone number.

**Criteria Met:** The proposed sign displays the name, primary use and phone number of the business, as well as a graphic.

### **Recommendation(s):**

Based on the review criteria, the Development Department recommends Planning Commission make a recommendation of approval to City Council for the Certificate of Appropriateness with the following stipulation:

1. A landscape bed shall be installed around the base of the sign per chapter 1136.